



FEB 13 1998

AMJM  
PK

February 10, 1998

G. H. MOULTON  
Key Account Manager

6500 Jericho Turnpike, Suite 207  
Commack, NY 11725  
516-499-0254  
Fax 516-499-0572  
Voice Mail 800-757-8255  
Ext. 46958

NY

To: Russell Reams

Re: *G. A. Andron - Sales Catalog*

Dear Russell:

G. A. Andron is developing their 1998 Sales Catalog. Attached is a letter from Joanne Diggett, Vice President and a copy of the catalog.

G. A. Andron has approximately 12,000 customers in fifty states and 80% distribution on American Spirit. Planet, on the other hand, has approximately 20% distribution with a strong opportunity to grow if we communicate the benefits of the brand.

Due to the strong performance of American Spirit, our emphasis should be on Planet. I recommend we purchase a full page color ad for \$1,000 dedicated to *PLANET* or, if budget permits, the inside cover for \$1,500. In addition, I also recommend we purchase a second ad of 1/2 page to communicate the other Moonlight brands.

If you would like to discuss this matter, please contact me via Voice Mail (#46958) or at my office (516-499-0254).

Sincerely,

George H. Moulton

GHM/pk  
encl.

cc: M. A. Young ✓

a handwritten doc

51847 8201

"We work for smokers."